



# BREAST CANCER NEWS

Summer 2002

## Orange County Cancer Detection Partnership



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**County of Orange**  
**Health Care Agency**  
Public Health, Health Promotion Division

A Publication of the Orange County Cancer Detection Partnership

## General Partnership Meeting Highlights

By Angelina Sandoval, Health Education Associate

The last General Partnership Meeting was held on June 19, 2002. There was a wonderful guest speaker, Richard Reitherman, Ph.D., M.D., Director of Women's Imaging at Newport Diagnostic Center. Dr. Reitherman presented on research regarding Magnetic Resonance Breast Imaging (MRI).

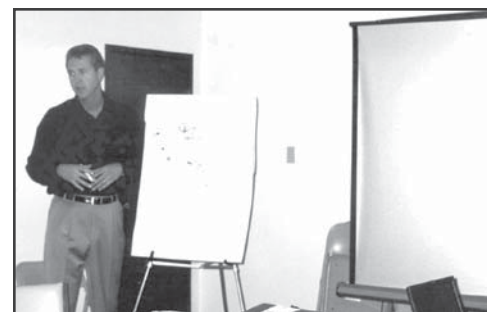
Unlike mammography, which uses low dose x-rays to image the breast, MRI uses powerful magnetic fields and radio waves to create images of the breast. The MRI system is able to switch magnetic fields and radio waves to achieve views in any plane and from any orientation while x-ray mammography requires re-orientation of the breast and mammography system for each view desired.

The main component of most MRI systems is a large tube-shaped or cylindrical magnet. To begin the MRI exam, the patient is positioned on a special table inside the MRI system opening where a magnetic field is created by the magnet. Each total MRI exam is typically comprised of a series of 2 to 6 sequences, with each sequence lasting between 2 and 15 minutes. An "MRI Sequence" is an acquisition of data that yields a specific image orientation and a specific type of image appearance or "contrast."

The most useful MRI technique for breast imaging uses a contrast material called Gadolinium DTPA, which is injected into a vein in the arm before or during the exam for clearer images and to "highlight" any abnormalities.

An MRI has several potential benefits in helping to investigate breast abnormalities. First, an MRI exam allows breast images to be taken in any plane and from any orientation. Second, it is highly sensitive to small abnormalities that can sometimes be missed with other exams. Third, MRI is especially helpful in diagnosing abnormalities in dense breast tissue. An MRI can also help indicate treatment, breast conserving surgery (lumpectomy) or breast removal (mastectomy).

Technical Information obtained from: Webpage Imaginis.com—Magnetic Resonance Breast Imaging (MRI, MR)



Dr. Reitherman presented research on Breast MRI.



Group learning about Breast MRI.

## Breast Cancer News



## A New Vision and Mission for the Partnership

By Angelina Sandoval, Health Education Associate

**A**long with the new Partnership name (Orange County Cancer Detection Partnership) came a new Vision and Mission. The new Partnership's Vision and Mission are as follows:

### Vision:

Our commitment to building on past successes and enhancing current and future efforts will provide all families in Orange County with access to quality, appropriate, and relevant cancer education, screening, and care thereby providing families with the tools to make healthy lifestyle choices.

### Mission:

To decrease cancer morbidity and mortality, and improve overall health status in Orange County by increasing the ability and capacity of local communities to provide on-going, easily accessible, comprehensive, diversity-sensitive, integrated systems to ensure that all families in Orange County, especially the underserved, do not encounter barriers to early cancer detection, treatment, and education.

## First Spanish-language Women's Health Conference For Orange County Latinas Celebrating Womanhood (Celebrando la Mujer) reached 75 women who received life-saving information

By Gloria Giraldo, MPH, Latina Breast Task Force Coordinator



**T**he Latina Breast Health Task Force of the Orange County Cancer Detection Partnership hosted the first ever all Spanish-language Women's Health Conference (Celebrando la Mujer) focused on cancer prevention on Saturday, May 18, at Santa Ana College.

The Task Force set out to plan a holistic conference that would not only be informational but also inspirational. Women had the opportunity to take a whole day just for themselves, to learn and to share with other women. We started with a very energetic keynote address, went into the workshops and ended with a

luncheon and a serenade honoring womanhood. Follow up phone calls are planned to assess each participant's breast and cervical cancer screening status.

Conference evaluations revealed that participants learned about their own bodies, what cancer is, how it can be detected, the importance of early detection and what programs exist to assist uninsured women.

"Celebrando la Mujer," was an all day event held from 8 a.m. to 2 p.m. Some important highlights of the conference were:

*Continued on page 3*

## First Spanish-language Women's Health Conference

*Continued from page 2*

- The conference was entirely in Spanish to attract mono-lingual Spanish speakers who are linguistically isolated and have less access to health information.
- The conference format was designed for interactive experiential learning. Participants were engaged in workshops where the instructors utilized teaching tools to address not only issues of low literacy, but also often overlooked issues of "basic life science literacy." Often times, individuals with low literacy skills also lack basic understanding of how the body is organized: cells, tissues, organs and systems. Therefore, understanding what cancer is becomes much more difficult. Conference workshops addressed cancer prevention starting from the very definition of cells to cancer to early detection.



*Conference attendees learned about gynecological health.*

- Frequently cited barriers such as lack of transportation and childcare are considered important factors that impede the participation of low-income women in these events. Therefore, these two services were provided to conference participants.

The program had a line up of wonderful women's health experts. Participants were welcomed by Lilia Tanakeyowma,

Director of Student Services representing Dr. Rita Cepeda, President of Santa Ana College. The welcome was followed by the morning keynote speaker, Dr. América Bracho, a nationally recognized expert on Latino health and director of Latino Health Access, who set the tone for the day with an inspirational address encouraging women to focus their nurturing qualities on themselves, and added that taking care of themselves meant maintaining a healthy life style and practicing preventive screening behaviors.

The interactive workshops on breast and gynecological health were conducted by community physician, Dr. Laura Chaverri from the Santa Ana –Tustin Kaiser Permanente Office, Dora Rodriguez, a breast cancer survivor who initiated the first support groups in Spanish for O.C. Latinas and Dr. Linares, who specializes in providing gynecological services to low-income Latinas.

This conference brought together women who, according to national, state and local statistics, have special risks for breast and cervical cancer. National statistics show that Latinas are more likely than most other ethnic groups to be diagnosed with advanced breast cancer, for which the survival rate is lower. In 1999, only 55% of Latinas ages 40 and older reported having a mammogram in the last year. In addition, Latinas have the highest cervical cancer incidence in California and represent one third of invasive cervical cancers diagnosed each year. Of the three major ethnic and racial groups in the U.S., Latinas are least likely to utilize Pap smears and mammograms (California Department of Health Services, 2001).

This conference was made possible thanks to the generous support of two major sponsors: the American Cancer Society and Santa Ana College, as well as the contributions of the U.S. Food and Drug Administration, County of Orange Health Care Agency, Latino Health Access, the Susan G. Komen Breast Cancer Foundation-Orange County Affiliate, many individual donors and our wonderful exhibitors.



*Andrea Williams from the Susan G. Komen Breast Cancer Foundation and Angelina Sandoval from the Cancer Detection Partnership look on as conference attendees visit the exhibit tables.*



*Dora Rodriguez, breast cancer survivor and Spanish support group facilitator, discussed breast health.*



*Conference volunteers guided attendees throughout the day.*



## Women's Health News



### New Breast and Cervical Cancer Treatment Program

*By Raul Sobero, Manager, Public Health Services / Compliance Project*

**A new treatment program that provides treatment for low-income, uninsured and underinsured California women diagnosed with breast or cervical cancer.**

As of January 1, 2002, there is a new state program that provides treatment for low-income, uninsured and underinsured California women residents diagnosed with breast or cervical cancer. The Breast and Cervical Cancer Treatment Program (BCCTP) was created through Assembly Bill 430 and signed by the Governor on August 9, 2001. The BCCTP is partially funded by federal dollars under the Breast and Cervical Cancer Prevention and Treatment Act of 2000. The Program has two parts: a federal/state option and a state-only option depending on eligibility requirements.

#### **Federal/State Option**

This option provides full-scope, no-cost, Medi-Cal for those individuals screened and diagnosed with breast or cervical cancer by a Breast Cancer Early Detection Program (BCEDP), Breast and Cervical Cancer Control Program (BCCCP) or Family PACPT (F-PACT) provider. Individuals must be under age 65 and not currently receive Medicare, Medi-Cal or other form of healthcare coverage.

#### **State-Only Option**

The state-only option covers low-income, uninsured individuals who are ages 65 and older and those who are undocumented. In addition, those individuals whose annual insurance co-pays, premiums and deductibles exceed \$750 are eligible to have the state pay for their co-pays, premiums and deductibles necessary to access cancer treatment. The

state also pays for breast or cervical cancer treatment not covered by their insurance.

#### **Patient Enrollment**

The California Department of Health Services (DHS) determines eligibility of applicants. BCEDP, BCCCP and F-PACT providers can enroll patients through an internet-based application system. To access this form, providers should:

1. Go to [www.medi-cal.ca.gov](http://www.medi-cal.ca.gov)
2. Click on "Transaction Services"
3. Enter a valid provider number and PIN
4. Select BCCTP icon

Once the information is entered into the system, a printable confirmation of eligibility is generated immediately and a copy must be given to the applicant. If the confirmation document indicates eligibility, the applicant may use the confirmation document for immediate access to medical services until the applicant receives a Benefits Identification Card (BIC). The enrolling provider will then mail the application and the Rights and Responsibilities form, each with the applicant's original signature, to DHS. DHS eligibility specialists review each internet-based application form to complete the determination of BCCTP eligibility. The specialist may require additional information from the applicant to determine eligibility.

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## Lymphedema

By Juanita Rios, Patient Relations Specialist

### What is Lymphedema?

Our circulatory system is made of veins and arteries that move blood and fluid around our bodies. It is normal for veins and arteries to leak small amounts of cells and fluid into surrounding tissue. The lymph system helps recapture this fluid and bring it back into the blood stream. Additional fluid left in the surrounding tissues may cause, swelling, pain, and susceptibility to infection.



When the lymph system has been altered, the damaged part of the system then works less effectively. When the fluid leaks out of the veins and arteries, it can no longer be reabsorbed into the circulatory system. This build up is called lymphedema.

### Who is at risk?

People who have had breast surgery with injury, scarring, removal of lymph nodes, or radiation to or near their lymph nodes.

### How will I know if I have it?

Lymphedema is not always visible to others. You are the best observer about how your body feels. Ask yourself the following questions:

- Is my jewelry feeling tighter on my finger(s)?
- Do my hands feel puffy?
- Is my joint movement restricted and painful?

### If you think you have lymphedema:

Contact your physician and ask for a referral immediately.

Keep infections away!

Because the flow of the lymphatic system is obstructed, fluid accumulates and stays in your arm. This creates a good environment for bacteria and fungi to thrive.

### Signs of Infections include:

- redness
- warmth in an arm
- unusual hardness or swelling

If you have any of these symptoms, see your doctor immediately.

### How to prevent injury and infections:

#### Don't

- Pick at your fingernails
- Wrap blood pressure cuff around affected arm
- Have blood drawn from arm
- Work in garden near thorny bushes
- Wear tight fitting bracelets or wrist watch

#### Do

- Apply insect repellent to avoid bites and stings
- Protect hands and arms
- Wear loose rubber gloves when washing dishes

### For more information on Lymphedema symptoms and treatment centers.

American Cancer Society (ACS)  
[www.cancer.org](http://www.cancer.org)  
(800) ACS-2345

National Lymphedema Network (NLN)  
[www.lymphnet.org](http://www.lymphnet.org)  
(800) 541-3259

## Attention: Cancer Detection Providers

By Sharri Mahdavi, Clinical Coordinator

Please remember that the Cancer Detection Section (CDS) application must be completely filled out. All questions are to be answered and filled in. Please do not use whiteout—this is a legal document. Breast Cancer Early Detection Program (BCEDP) clients must sign the application. In addition, all BCEDP clients must sign a CDS consent form. Keep the original application and consent form in the patient's chart. The women are to be given a copy of the CDS application. All referrals should have a copy of the CDS application attached. Remember that the CDS application and consent forms are current for 12 calendar months, i.e. May 2002 to May 2003. Lastly, attach a copy of the CDS application to your billing claim form, UB-92 or HCFA 1500—to be billed manually, not electronically.

## Every Woman Counts...Every Year: Breast Cancer Basics

By Angelina Sandoval, Health Education Associate

A new Breast Health curriculum was created through a joint effort of the Breast Cancer Early Detection Section Partnerships and the health education staff of the Department of Health Services, Cancer Detection Section.

Breast Cancer Basics was designed to provide what presenters will need to integrate different factors that positively affect breast health and risk reduction and make them a part of educational presentations in a way that will address different audiences, settings and timeframes.

The curriculum was designed to reach certain target audiences such as Community Based Organizations (CBO'S), hair stylists, committees, ethnic work groups, program eligible women in priority populations, and any women or family member who could benefit from this information.

The purpose of this curriculum is to educate community members, Partnership membership, task force members, and others on the basic information on etiology, epidemiology, risk reduction, prevention, and personal impact of breast cancer.

Breast Cancer Basics consists of six different educational modules, facilitator guidelines, and a toolkit with various complimentary educational materials/props. The facilitator can mix and match modules and utilize the toolkit depending upon the audience, the setting and the available time. The six modules are: 1) Breast Health Core Curriculum; 2) Ice-

breaker Module; 3) Healthy Lifestyles Module; 4) Facts and Figures Module; 5) Game Module and 6) Evaluation Module.

*Excerpt from: Every Woman Counts...Every Year: Breast Cancer Basics, Introduction Cancer Detection Section, 2002*



## New Breast and Cervical Cancer Treatment Program

*Continued from page 4*

### Healthcare Provider Enrollment

BCEDP, BCCCP and F-PACT providers willing to be BCCTP enrolling providers, and complete the Internet-based application for other providers, should call (800) 824-0088. Please leave your name, address and phone number with a DHS Eligibility Specialist to be placed on the BCCTP referral list. When a non-enrolling provider or an applicant calls needing to locate an enrolling provider, he/she will be referred to an enrolling BCCTP, BCEDP or F-PACT provider. For providers who are not an authorized, enrolling BCCTP provider, please refer the patient to an authorized, enrolling provider. For referrals to authorized, enrolling BCCTP providers, please call the BCCTP at (800) 824-0088.

## Healthy Lifestyles News

### Healthy Lifestyle Curriculum in Reducing the Risk of Breast Cancer

By Angelina Sandoval, Health Education Associate

The California Department of Health Services, Cancer Detection Section has developed a healthy lifestyle curriculum which focuses on reducing the risk of breast cancer and lifestyle factors related to breast cancer prevention. Chapter one reviews factors related to nutrition. Chapter two focuses on physical activity. Chapter three encourages women and their families to manage stress more effectively. The final chapter, Chapter four, touches on addictions. These topic areas were chosen because they are the major personal behavior health determinants related to cancer prevention.

Current research supports the need to look at psychological and social factors related to health in addition to biology. We need to be sensitive to the multiple pressures women face. For instance, it is not enough to refer women to health screenings. We need to take into consideration other factors—like depression, economics, and cultural norms. Women's family roles are constantly changing throughout their life span. All of these factors contribute to women's decisions to take action—or non-action.

Approximately one-third of all cancer deaths are related to dietary habits and physical activity. Only 26% of California adults (aged 18 years or over) eat five or more fruits and vegetables a day. Forty-three percent of women reported they did not participate in any physical activity. By increasing the number of fruits, vegetables and whole grains people eat and increasing time spent on physical

activity, substance use and abuse are the most modifiable risk factors. That is why this curriculum targets these four areas.

The lessons in the curriculum are designed to empower women and others to make healthier lifestyle choices. This is done by enhancing women's knowledge, attitudes and health-related skills to positively influence health behaviors.

The ladybug and nature themes in the curriculum emphasize the concept of growth. This curriculum encourages clients to "grow" and make healthy choices to reduce their risk of developing breast cancer. The vines symbolize this. The water is used to signify the need for outside factors to support this growth. The ladybug character was chosen because she is non-threatening. Using a ladybug instead of a human-like character allows us to "speak" to and educate all cultures equally—without using character or characteristics that look like one ethnicity or like an amalgamation of all ethnicities.

The sessions are designed to be taught individually or in groups. Lessons can be taught in the order they were written or in any order. They are designed to be adaptable and versatile. The educators can conduct a 10-minute session or a one-hour workshop.

Most of the lessons have an evaluation piece called "What do you think." These will help identify if your client understands the material. These forms are to be filled out before and after the

*Continued on page 13*



Regan Overholt from Gold County and Leticia Rosa from Cancer Detection Section discussed the experience Regan had when she implemented the curriculum.



Liane Tomich reviewed Healthy Lifestyle curriculum.





## A Special Partnership Photo-documentary Project

*By Juliette Brown, MHS, CHES, Project Coordinator*

**T**he CDC is funding a special project in collaboration with California Cancer Detection Services to help raise awareness about early detection. A photo-journalist will travel around California to take photographs and collect stories of women served by BCCCP and BCEDP. The finished product will be a powerful piece that will let the images and stories of women served by those programs speak for themselves—to policymakers, to other women like them, and the public.

Hulleah J. Tsinhnahjinnie, an award-winning Native American photographer, has been selected as the artist who will capture the messages of women all over California who would like to share their experiences of getting screened or treated in the hopes of inspiring another women to get screened. All of the interviews and photo sessions will be done in the environment that each woman chooses so she is comfortable and relaxed. The photographer will also spend as much time as each woman needs to tell her story – some women may want to spend an hour and some may want to spend a few hours.

CDS expects the photographs and interviews to be completed in the fall and would like to make the artwork available to Partnerships all over the state for use in educational pieces or promotional brochures. The Orange County Cancer Detection Partnership participated in this project and several women from Orange County were selected to be interviewed and photographed. We look forward to seeing some familiar faces in future brochures and fliers!





## Clinical Breast Examination: Proficiency & Risk Management—Seventh course and counting...

By Shermineh Jafarieh, Professional Education Consultant

The Orange County Cancer Detection Partnership hosted another successful Clinical Breast Examination: Proficiency & Risk Management course last February 9, 2002 at West Coast Radiology Breast Imaging Center in Santa Ana. This was the seventh course held in Orange County since its conception back in the summer of 1998. The increasing attention early detection of breast cancer has received in the past decade prompted the development of this course. All of the past courses have been highly acclaimed by participants as one of the most effective trainings to improve the quality of clinical breast examinations and increase the clinician's awareness of patient satisfaction and risk management issues related to breast cancer screening diagnoses. The February course was no ex-

ception. Some of the successes can be attributed to the exemplary faculty who are well recognized in the field of women's health and the skill-based design of the course that allows participants to examine Patient Instructors (trained standardized patients).

The Clinical Breast Examination: Proficiency & Risk Management course is also a success because of the continued support of its loyal sponsors. Our past course was co-sponsored by the Department of Health Services-Cancer Detection Section, West Coast Radiology Breast Imaging Center, and the Susan G. Komen Breast Cancer Foundation and the County of Orange Health Care Agency. Their continued support has made it possible to keep the registration costs of the course down and to invite prominent speakers in the field of breast cancer.

Fifteen participants attended our last course. They were all clinicians practicing in Orange and LA Counties. The course was led by nine faculty and eight patient instructors. The faculty line up included: Dr. Gary Levine, radiologist from West Coast Radiology, who presented both Anatomy & Physiology: Clinical and Mammographic Findings and the Work-up of Abnormal Findings; Debra Lawler, NP, MSN, who presented Introduction to Clinical Breast Examination & Risk Management and lead the Group Practicum on the Manufactured Breast Models; and Deborah Buntin, RN, MPH, who presented Health History/Risk Assessment, Patient Education, Plan of Action/Normal Findings. We had a team of Practicum Faculty that worked one on

one with each participant and patient instructor. The participant evaluations indicated high satisfaction levels regarding the practicum faculty, only affirming the quality and effectiveness of the training program.

The course has been rated as highly valuable for clinical practitioners. This continuing education course with standardized patients is for primary care clinicians who are currently performing clinical breast examinations. Participants can report up to 5 CME credits for the seven-hour training. The next course in Orange County is scheduled for Saturday, November 2, 2002. Registration is currently open and space is limited. Contact the Orange County Cancer Detection Partnership for more information at (714) 796-0157.

To date the Department of Health Services-Cancer Detection Section has trained more than 1500 providers in 99 CBE courses throughout the State of California. Over 100 clinicians volunteer their time as faculty for CBE courses. We are extremely grateful to them. Thanks to all of you for making this possible and making my job so gratifying!!



# Orange County Cancer Detection Partnership



## Clinical Breast Examination: Proficiency and Risk Management

A Continuing Education Course for Primary Care Clinicians  
(who are currently performing CBEs)

**DATE:** Saturday, November 2, 2002

**LOCATION:** To Be Announced

**TIME:** 8:15 a.m. – 3:15 p.m.

**REGISTRATION FEE:** \$25 (make checks payable to O.C. Cancer Detection Partnership)

### LEARNING OBJECTIVES:

At the end of this program, the participant will be able to:

- Explain why a comprehensive breast examination is an essential component of a woman's annual physical examination.
- Outline risk management strategies to promote patient satisfaction with breast cancer screening services and to avoid delayed or failed diagnosis of breast cancer.
- Improve proficiency in palpation skills for lump detection and discrimination using manufactured breast models.
- Improve proficiency in five essential elements of a clinical breast examination on a woman, including: positions, perimeter, pattern, palpation, and pressure.
- Recognize normal anatomy and physiology of the breast throughout the life cycle and relate this information to timing and techniques for CBE, BSE, and mammography.
- Discuss communication considerations when performing a clinical breast examination.
- Describe common breast abnormalities that may present as clinical findings upon visual inspection, palpation, or mammography.
- Review important questions for a focused breast health history, including those assessing personal risk for breast cancer.
- Describe key messages and approaches for providing patient education and developing a plan of action for routine breast cancer screening for asymptomatic women.

### PROGRAM DESCRIPTION:

This is an interactive hands-on workshop that was developed by the California Department of Health Services in conjunction with national experts. It provides comprehensive training in CBE and follow-up of women to enable early detection of breast cancer. It includes didactic presentations, baseline assessment, 1:1 Practicum with Patient Instructors, CBE video, Work-Up of Abnormal Findings, and post-test with silicon breast models. The course has received outstanding evaluations from these target participants: ✓ **Physicians** ✓ **Nurse Practitioners** ✓ **Physician Assistants**

*"This is the first time I was thoroughly instructed on the proper techniques for doing breast exams..."*

*"I appreciated the personal attention and immediate feedback..."*

*"Thank you for this course, I didn't know how much I didn't know..."*

### Clinical Breast Examination: Proficiency and Risk Management Course Registration Form

This is an activity offered by the California Department of Health Services, a CMA-accredited provider. Physicians attending this course may report up to 5 hours of Category 1 credits toward the California Medical Association's Certificate in Continuing Medical Education and the American Medical Association's Physician's Recognition Award. Other health care providers (NP & PA) may also report these credits to their respective Boards.

**Class space is limited—please register early to ensure seating.** Preference will be given to Cancer Detection Program Providers. Please complete and return this registration form. You may also call us directly at (714) 796-0155 or **mail** your completed registration form and registration fee to **12 Civic Center Plaza, Ste #127, Santa Ana, CA 92701** (to the attention of **Josephine Urbina**). The course fills up fast so please call to reserve a spot.

Name: \_\_\_\_\_ Credentials: \_\_\_\_\_ License# (for CME unit credits) \_\_\_\_\_

Facility: \_\_\_\_\_ Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**Registration Deadline: October 19, 2002**

# EARN \$75

**Earn up to \$75 while helping to improve the quality of women's health care!**

The Orange County Cancer Detection Partnership is looking for women over 40 years of age to be patient instructors at a Clinical Breast Exam Training course for doctors and nurse practitioners. This training will take place on Saturday, November 2, 2002 in Santa Ana.

As a patient instructor, you will:

- ☒ Be given a breast exam by a medical provider
- ☒ Learn how to give feedback to medical providers on how they perform breast exams

#### TO QUALIFY:

- ☒ You must be over 40 years old
- ☒ You must have good communication skills
- ☒ You must attend a preparatory meeting.
- ☒ You must be willing to complete an application, health history, and consent form
- ☒ You must have had a normal clinical breast exam & mammogram in the past year, and no prior history of breast surgeries or breast cancer

Please contact Juanita Rios at the Orange County Cancer Detection Partnership at **(714) 834-6607**, if you are interested in being a patient instructor or have any questions.

Please pass this flyer on to others who may be interested and qualified for this role. Patient Instructor positions are limited, so call early if you want to participate.





## Breast Cancer News



### Two Organizations Held a Great Event

By Angelina Sandoval, Health Education Associate

Two organizations, High Priority and the Susan G. Komen Breast Cancer Foundation, collaborated on April 6, 2002 to sponsor a wonderful event which emphasized education, inspiration and celebration. The full-day program included the Wanda J. Cobb Breast Health Symposium and The Susan G. Komen Survivor's Luncheon. The Symposium began with a welcome by Margie Gephart, President of High Priority. After the welcome, the Master of Ceremonies, Darrellyn Melilli, Symposium Chair, and John Link, M.D., discussed Optimal Breast Cancer Care.

The break out sessions included topics such as Personal and Emotional Aspects of Survivorship, Integrative Medicine and Breast Cancer Treatment, Medical Guidelines for Long Term Breast Cancer Survivors, Research in Breast MRI, and Genetic Epidemiology of Breast and Ovarian Cancer. The Susan G. Komen Survivors Luncheon began with a welcome from Heidi Shurtleff, Komen President; Master of Ceremonies, Marie Blash; Luncheon Chair, Susan G. Komen Camero Awards, Sandy Finestone; Orange County's Most Inspirational Survivor (Nanci Brown), Sally Molnar; and the Survivors Ceremony, Cathleen Brier.

High Priority, The Breast Cancer Information Network, is a not-for-profit, volunteer organization with the principle mission of woman-to-woman networking to spread the message of advances in early detection and treatment of breast cancer.

Wanda J. Cobb, wife and mother of four, founded High Priority in 1985, four years after her initial diagnosis of breast cancer. Her mission was not only to educate women in Orange County about the risk

of breast cancer and the importance of early detection, but also to lend support to women with a breast cancer diagnosis. Though Wanda lost her battle in 1996, her generosity, compassion, courage and dignity live through the volunteers of High Priority.

High Priority, the Breast Cancer Information Network, continues Wanda's legacy through their free community programs: a Speaker's Bureau, Campus Outreach, Survivors' Outreach, WE CARE program for breast cancer patients and The Annual Wanda J. Cobb Breast Health Symposium.

In 1980, a beautiful young mother of two named Susan G. Komen died of breast cancer at the age of 36. Her sister, Nancy Brinker, promised Suzy that somehow she would make it better for other women diagnosed with the disease. In 1982, Nancy fulfilled her promise and established the Susan G. Komen Breast Cancer Foundation. The mission is to eradicate breast cancer as a life threatening disease by advancing research, education, screening and treatment.

Since then, the Komen Foundation has raised more than \$400 million and has become one of the nation's leading private funders of breast cancer research. In 2002, there will be more than 113 Race for the Cure events throughout the country. Last year, the Komen Orange County Race for the Cure raised \$1.5 million, with 25% of those funds dedicated to breast cancer research and 75% to provide life-saving breast health education, screening, diagnosis and treatment services to individuals in our community.

Congratulations to High Priority and Susan G. Komen Breast Cancer Foundation for coordinating an amazing day!



Angelina Sandoval, Health Education Associate, working the Partnership exhibit table.



Dr. Reitherman presented research on Breast MRI.



## Thank yous

**Josephine Urbina, RN, BSN**, Partnership Lead Clinical Coordinator—for filling in as Project Coordinator until Juliette Brown, MHS, CHES was hired and for speaking at the Orange County Breast Cancer Coalition meeting on March 14, 2002.

**Susan G. Komen Breast Cancer Foundation**—for the grant monies given to the Partnership, for conference rooms, and other forms of support provided through out the year.

**American Cancer Foundation**—for their contribution to the first Latina Breast Health Task Force conference.

**Richard Reitherman, Ph.D., M.D.**,—for presenting “Research in Breast MRI” at the General Partnership meeting on June 19, 2002.

**Asian and Pacific Islander Task Force members and volunteers**—for assisting with the API Screening event on June 8, 2002.

**Latina Breast Health Task Force members and volunteers**—for assisting with the Latina Conference on May 18, 2002.

**“A special thank you” to everyone who contributed to this issue**—(Juliette Brown, Sharri Mahdavi, Angelina Sandoval, Juanita Rios, Shermineh Jafarieh, Gloria Giraldo, and Raul Sobero).

**“Thank You”** to everyone mentioned here  
for your support and commitment to the Partnership!

## Healthy Lifestyle Curriculum

*Continued from page 7*

sessions. For those clients that do not write, ask them the “What do you think” questions one-on-one. Do not make them feel intimidated and provide them with support and understanding.

We want clients to be active learners. Use this curriculum to encourage women and others to participate in the decision-making process. Teach your clients to make healthier choices for themselves.

Note: If someone is interested in obtaining a curriculum, contact the Partnership. The Cancer Detection Section will have extra copies for those who are interested. Please call Angie Sandoval before September 30 at (714) 834-6194 and inform her of your request.

*Excerpt from: Healthy Lifestyle Curriculum in Reducing the Risk of Breast Cancer, Cancer Detection Section, 2002*

## Upcoming Events

*July-September, 2002*

**For the OCCDP Provider...**

**None at this time.**

## Save the Date

### Calendar of Events — July-September, 2002

Orange  
County  
Activities



#### ■ African American Women's Health Coalition

**Wednesday, August 14, 2002**

**6:30-8:30 pm**

Location: St. Joseph Justice Center

Classroom 4

480 South Batavia St., Orange, CA

For more information or to RSVP, please call Sybella Patten at (310) 764-9155.

**Wednesday, September 11, 2002**

**6:30-8:30 pm**

Location: St. Joseph Justice Center

Classroom 4

480 South Batavia St., Orange, CA

For more information or to RSVP, please call Sybella Patten at (310) 764-9155.

#### ■ Asian and Pacific Islander Task Force

**Thursday, August 15, 2002**

**12:00-2:00 pm**

Location: OCAPICA

12900 Garden Grove Blvd., Ste. # 214A, Garden Grove, CA 92843

For more information or to RSVP, please call Tricia Nguyen at (714) 834-2604.

**Thursday, September 19, 2002**

**12:00-2:00 pm**

Location: OCAPICA

12900 Garden Grove Blvd., Ste. # 214A, Garden Grove, CA 92843

For more information or to RSVP, please call Tricia Nguyen at (714) 834-2604.

#### ■ Latina Breast Health Task Force

**Wednesday, August 21, 2002**

**12:00-2:00 pm**

Location: Susan G. Komen Foundation

3191-A Airport Loop Drive, Costa Mesa, CA 92626

For more information or to RSVP, please call Gina Quiroz at (714) 796-0155.

**Wednesday, September 18, 2002**

**12:00-2:00 pm**

Location: Susan G. Komen Foundation

3191-A Airport Loop Drive, Costa Mesa, CA 92626

For more information or to RSVP, please call Gina Quiroz at (714) 796-0155.

#### ■ Executive Council Meetings

**Wednesday, September 11, 2002**

**12:00-3:00 pm**

Location: Susan G. Komen Foundation

3191-A Airport Loop Drive

Costa Mesa, CA 92626

For more information or to RSVP, please call Gina Quiroz at (714) 796-0155.

## Realizing The Value Of Time

*To realize the value of ten years:*

*Ask a newly divorced couple.*

*To realize the value of four years:*

*Ask a graduate.*

*To realize the value of one year:*

*Ask a student who has failed a final exam.*

*To realize the value of nine months:*

*Ask a mother who gave birth to a still-born.*

*To realize the value of one month:*

*Ask a mother who gave birth to a premature baby.*

*To realize the value of one week:*

*Ask an editor of a weekly newspaper.*

*To realize the value of an hour:*

*Ask the lovers who are waiting to meet.*

*To realize the value of one minute:*

*Ask a person who has missed the train, bus or plane.*

*To realize the value of one second:*

*Ask a person who has survived an accident.*

*To realize the value of one millisecond:*

*Ask the person who has won a silver medal in the Olympics.*

*Time waits for no one. Treasure every moment you have.  
You will treasure it even more when you can share it with  
someone special.*

*To realize the value of a friend:*

*Lose one.*

—The origin of this letter is unknown.

## New Staff



Juliette Moehn Brown accepted the position of O.C. Cancer Detection Partnership Coordinator on April 5, 2002. Juliette has a Master's degree in Health Sciences with an emphasis in Social and Behavioral Sciences and Health Education from The Johns Hopkins School of Hygiene and Public Health. She is also a Certified Health Education Specialist. Her past experience in public health includes planning and coordinating projects; designing and conducting program evaluations; building and leading coalitions; managing mini-grants; and working with subcontractors. As the Partnership Coordinator, she will manage the Cancer Detection Section contract and serve as the liaison between the Executive Council, the Population Specific Task Forces, and the Partnership staff. Juliette can be reached at:

(714) 834-7635 or  
Jlbrown@hca.co.orange.ca.us



ORANGE COUNTY CANCER DETECTION PARTNERSHIP  
12 CIVIC CENTER PLAZA, SUITE 127  
SANTA ANA, CA 92701



## Questions?

**Main Number (800) 298-0800**

**Fax Number (714) 834-5053**

Juliette Brown, MHS, CHES	Project Coordinator	(714) 834-7635
Josephine Urbina, RN, BS	Lead Clinical Coordinator	(714) 834-7584
Sharri Mahdavi, RN, BS	Clinical Coordinator	(714) 834-6193
Angelina Sandoval, BS, CHES	Health Education Associate	(714) 834-6194
Gina Quiroz	Information Processing Specialist	(714) 796-0155
Juanita Rios, BS	Patient Relations Specialist	(714) 834-6607

Billing Support Unit (800) 330-1536  
For billing inquiries and issues; enrollment; claim form submission or reimbursement.

**The Orange County Cancer Detection Partnership is located at:**  
12 Civic Center Plaza, Suite #127, Santa Ana, CA 92701

## Quarterly Quote

**"The only difference  
between stumbling blocks  
and stepping stones  
is the way in which  
we use them."**

—Unknown



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